WE CLAIM

1. A method comprising:

presenting a collection of retail items, each having an indicia associated therewith, in a bricks and mortar store offering items for sale;

5   sensing the indicia associated with selected ones of said items;

compiling a list identifying the items whose indicia were sensed;

storing said list in a data structure associated with a user; and

later recalling said list;

using said recalled list to present a customized selection of items in an on-line

10   shopping environment; and

receiving input from a user identifying a subset of items from said customized selection of items.

2. The method of claim 1 in which the sensing comprises scanning at a checkout

15   stand-of-said-store.

3. A method of conducting an online shopping session comprising:

identifying a user by reference to a login identifier;

recalling a list of products associated with the user;

20   presenting products from said list to the user for selection;

receiving user selections of products to be purchased;

receiving an indication that the user is finished selecting products; and

thereafter querying the user regarding possible purchase of an item not selected by the user but on said recalled list before completing the online shopping session.

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4. A computer storage medium having instructions thereon causing a computer to perform the process of claim 3.

5. The method of claim 3 which includes selecting said item in accordance with a procedure that depends, in part, on the passage of a predetermined interval of time without the user selecting said item for purchase.

5   6. The method of claim 3 that includes selecting said item only if the total price of items selected by the user meets a pre-determined criterion.

7. A method comprising:

logging a shopper's habits or preferences exhibited in an on-line shopping

10   environment in one or more database records associated with that shopper; and

recalling said logged database record in a bricks and mortar store and using the logged information in connection with bricks and mortar shopping by said user.

8. In an on-line shopping method, an improvement comprising displaying a

15   virtual shopping aisle with graphical – rather than strictly textual –representations of items for sale, wherein items of potential interest to a shopper are presented more prominently than other items.

9. The method of claim 8 that includes identifying items of potential interest by

20   reference to the shopper's prior shopping history.